

The Ultimate^{✦✦} AI Assistant

for Smarter, Faster, and More Impactful Selling

Unlock your new opportunities, outpace the competition, and close more deals with SalesPlay's AI driven real-time insights and actionable intelligence

80%
OF FORTUNE
2000

companies trust
MarketsandMarkets to
uncover new revenue
opportunities



10X

deeper faster research



3X

more pipeline



5X

greater productivity



2.3X

higher ACVs

Why SalesPlay ?



Real time opportunities

Using AI-powered
insights tailored to
your offerings.



Revenue shifts & Gaps

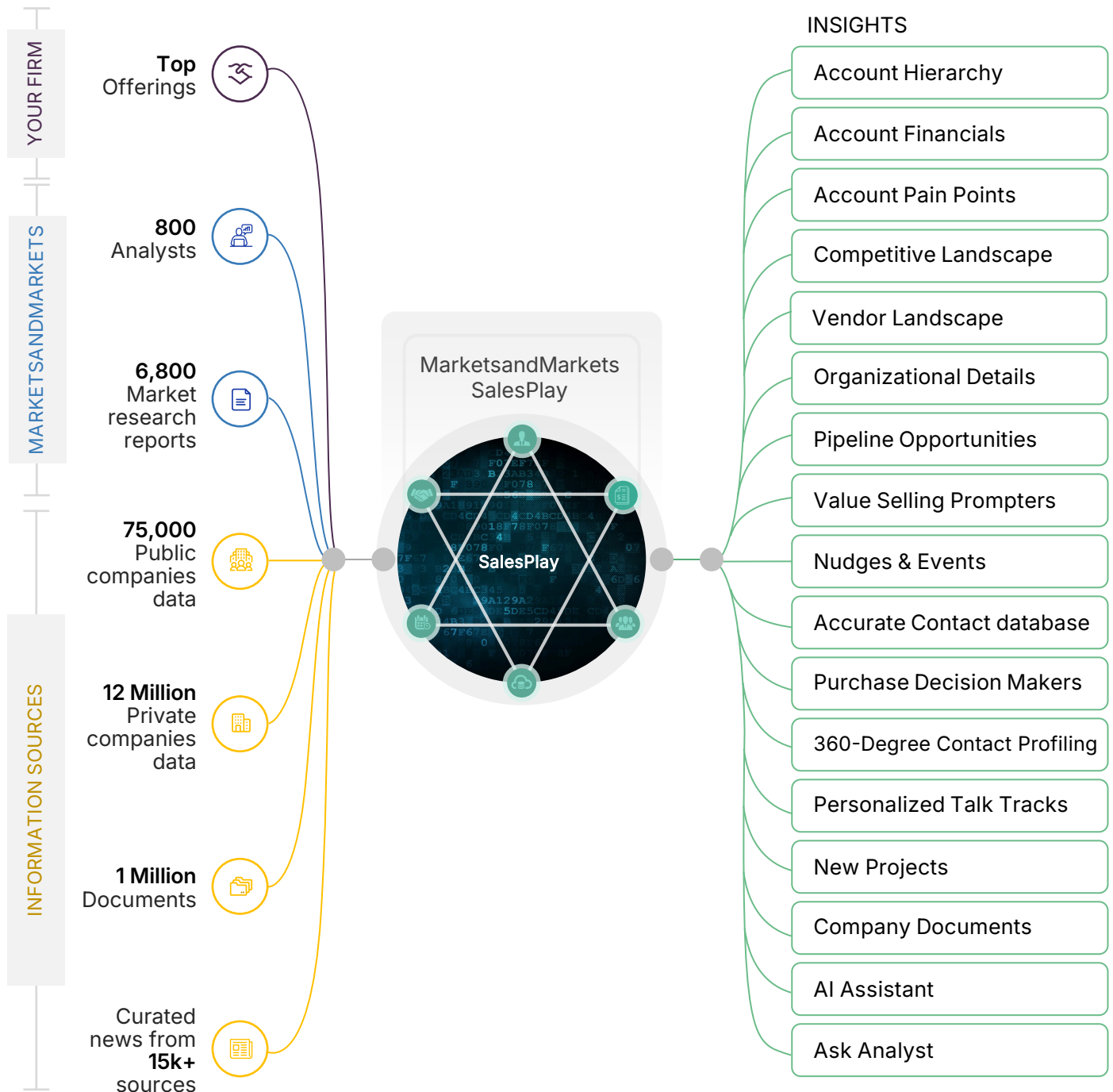
Identify before
your competitors



Hyper personalized insights

Engage with right contact
at right time for the right
opportunity

AI that does not just provide data;
rather provides insights that drives results



Know What
to Sell & To Whom



Unlock New Pipeline
Opportunities



Find & Engage
Decision-Makers Faster



Convert
Conversations into Wins



How SalesPlay works in 4 simple steps

STEP 1

ACCOUNT INTELLIGENCE



Know your accounts inside out



Organizational Changes & Leadership Moves

Stay updated on key executive shifts and structural changes.



Financial Health & Budget Updates

Gain insights into budget allocations and financial stability.



IT Upgrade Needs & Spending Trends

Uncover tech investments and future IT priorities.

RESULT

Instant account insights—before competitors act.

STEP 2

OPPORTUNITY INTELLIGENCE



Identify sales-ready opportunities mapped to your offerings



Customer Challenges

Compliance risks, cost pressures, missed targets



Growth Plans & Expansion

Track company expansion strategies and market entry moves.



Real-Time Event Triggers

Market shifts, competitor actions, strategic updates

RESULT

Know the right opportunities at the right time

STEP 3

CONTACT INTELLIGENCE



Find & contact decision-makers instantly



Relevant contacts & Top decision makers

LinkedIn, email, direct phone numbers



Org Charts & Buying Centres

See stakeholder influence and connections



AI-Generated Engagement Hooks

Personalized icebreakers for higher response rates

RESULT

No more searching—AI delivers the right people & the perfect outreach strategy.

STEP 4

CONVERSATION INTELLIGENCE



Engage effectively in every sales conversation



Personalized Sales Prompts

AI auto-generates high-impact talking points



Competitive FOMO Insights

"Your competitor is already investing - here's why you should too."



Industry specific questions

AI crafts strategic questions for deeper engagement

RESULT

Sell smarter— with powerful prompts, and FOMO insights to close deals faster.



Win with the SalesPlay Edge: Moving Beyond CRM & Generic AI Tools



From Tracking Client Spend to Revenue Shifts

Real-time insights to
spot revenue pivots
early & stay ahead.



Empowering Sales, Not Just Managing Data

Delivering real-time
intelligence for hyper-
personalized client
engagement and
accelerated sales.



AI Sales Insights That Drive Results

Deeper intelligence
for sharper pitches &
faster deal closures.

Your Competitors Are Already Using AI
Don't Get Left Behind.

Close Deals Faster
with  **Sales Play**

Contact:

 salesplay@marketsandmarkets.com

The Future of AI-Powered
Sales Starts Now.